

DEVELOPMENT OF A TRANSPORTATION SALES TAX BALLOT MEASURE

A Monthly Schedule of Tasks for the November 2004 Ballot – Last Updated 05/18/04

Month	Tasks
2004	
January	<ul style="list-style-type: none"> • Formation and first meeting of Sales Tax Subcommittee – (Completed 1/8) • Distribute Request for Qualifications for transportation planning, public relations and marketing, polling and surveying, and legal support consulting services – (Completed 1/20) • Workshop on Developing the Draft Expenditure Plan – (Completed 1/22) • Outline formation process for the Transportation Authority (Authority) and provide direction on incorporating the CMA into the Authority and determine membership – (Completed 1/29)
February	<ul style="list-style-type: none"> • Consultant Selection Subcommittee meetings – (Completed 2/6 and 2/17) • Second meeting of Sales Tax Subcommittee – (Completed 2/11) • First meeting of Governance Subcommittee – (Completed 2/25) • Approve draft Expenditure Plan for polling, public outreach, and feedback from City and Town Councils and stakeholder groups; approve transportation planning, public outreach, polling, legal support consultant contracts; provide feedback on polling objectives; and provide update on Authority draft administrative code – (Completed 2/26)
March	<ul style="list-style-type: none"> • By resolutions, the Board of Supervisors forms the Authority and dissolves the existing Authority established in 1988 – (Completed 3/2) • Initiate public outreach, including presentations to all City and Town Councils and interested stakeholder groups for feedback on the draft Expenditure Plan – (Completed 4/7) • City and Town Councils provide concurrence on membership of Authority and action on incorporating the CMA into the Authority – (Throughout March and early April) • Conduct “baseline” poll – (Completed 3/15-3/20) • Provide Regional Measure 2 analysis; take action on revised estimate of revenue potential of a sales tax measure; present TA logo ideas; provide update on Authority draft administrative code and outreach and education activities – (Completed 3/25)
April	<ul style="list-style-type: none"> • Conclude presentations to interested stakeholder groups and to all City and Town Councils for feedback on the draft Expenditure Plan and concurrence on membership of Authority • Second meeting of Governance Subcommittee – (Completed 4/8) • Special meeting (Completed 4/8) – Discussion on baseline poll findings and feedback from the City and Town Councils and stakeholder groups; and provide direction to staff to fine-tune Draft Expenditure Plan • Continue to provide direction to staff to fine-tune Draft Expenditure Plan; select Authority name and logo; and provide update on Authority draft administrative code and outreach and education activities – (Completed 4/29) • File Public Agency Roster of the Authority with the Secretary of State – (Completed 4/30) • Continue public outreach
May	<ul style="list-style-type: none"> • First meeting of the TA (Completed 5/6) – Election of chair and vice-chair; selection of terms by lot; adopt meeting schedule; approve Final Expenditure Plan; provide update on outreach and education activities, including a website demonstration, direct mail overview, fact sheet, and frequently asked questions handout – (5/6) • Forward Final Expenditure Plan to Board of Supervisors and cities and towns for formal approval (needs approval from BOS and majority of towns and cities representing majority of incorporated population) – (Completed 5/12) • Presentations to the Board of Supervisors and City and Town Councils for formal approval of the Final Expenditure Plan – (Mid May through mid June) • Review preliminary FY 2003-04 budget; introduce Authority draft administrative code ordinance and discuss outstanding issues; review first draft of ballot measure wording; distribute final report from March “baseline” poll and discuss “tracking” poll objectives – (5/27) • Continue public outreach
June	<ul style="list-style-type: none"> • Conduct “tracking” poll – (6/1-6/7) • Adopt FY 2003-04 budget; adopt administrative code ordinance; discuss “tracking” poll results; and adopt expenditure plan and a “retail transactions and use tax ordinance” with final ballot language to place the ballot measure on the November 2004 ballot and request the Board of Supervisors to call for a special election – (6/24) • Continue public outreach

Month	Tasks – Continued
2004	
July	<ul style="list-style-type: none"> • Board of Supervisors approves ballot measure and calls for a special election on November 2004 ballot – (7/20) • Continue public outreach
August	<ul style="list-style-type: none"> • Last day to submit ballot measure calling for a special election – (8/6) • Continue public outreach
September	<ul style="list-style-type: none"> • Continue public outreach
October	<ul style="list-style-type: none"> • Complete public outreach
November	<ul style="list-style-type: none"> • Election Day – (11/2)